

If we were to learn one thing from SHAITAN,
what's that thing?

PATIENCE!



If we were to learn from



What's that one thing?

Habits!

Thought-Habit-Destiny

Behavior



Habit

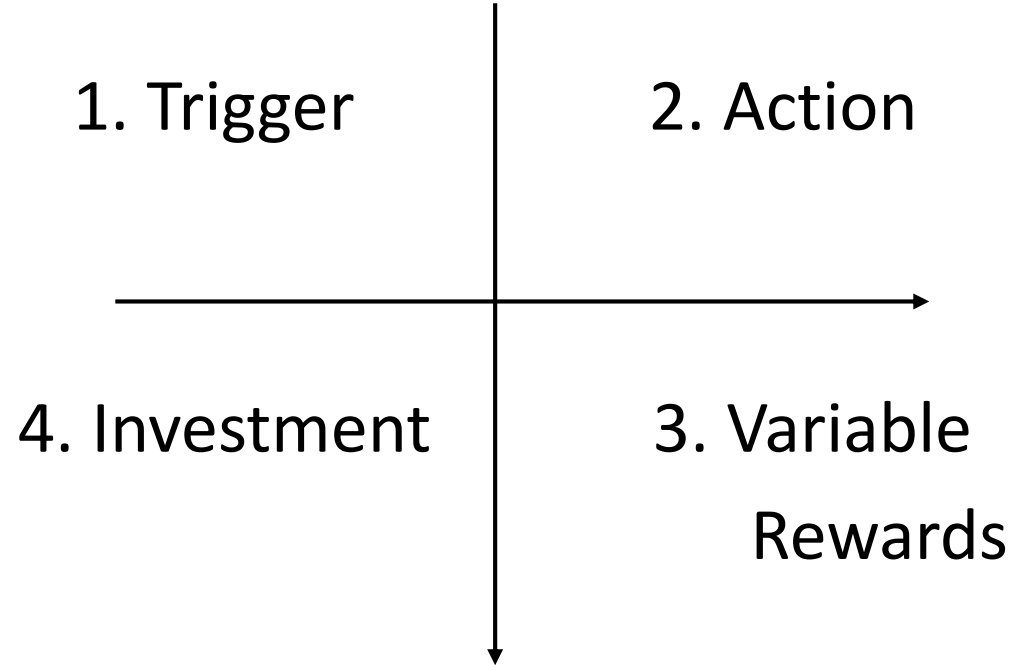


MAT

Behavior = Motivation * Ability * Trigger



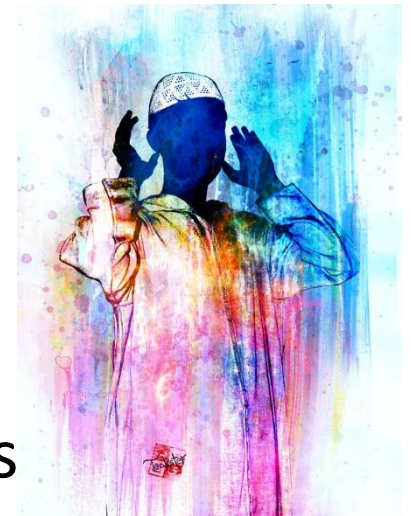
Habit



Habit

Triggers

1. External Trigger (Notifications)
2. Internal Trigger (Association with Emotions)



Internal Triggers (Association With Emotions)



Loneliness = Facebook.



Sad = Instagram



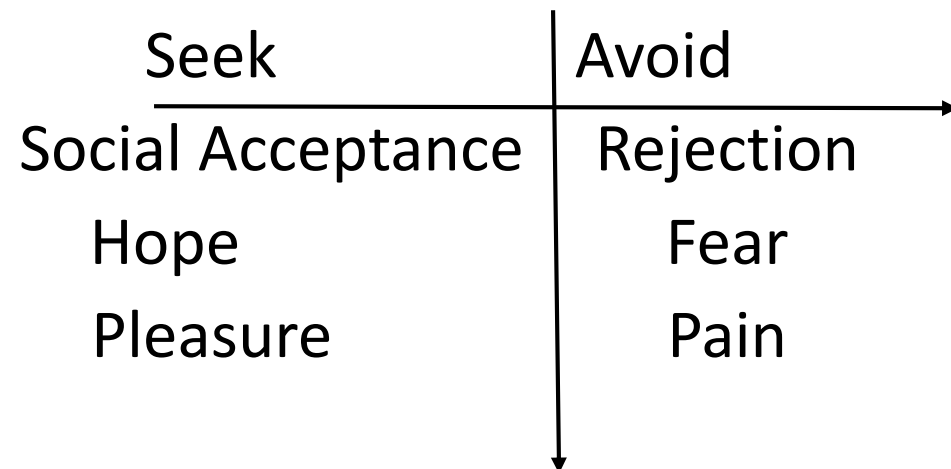
Uncertainty = Google

To initiate an action, doing must be easier than thinking.

Action

Behavior = Motivation * Ability * Trigger

Motivation = Level of Desire



Action

Behavior = Motivation * Ability * Trigger

Ability = As Easy As Possible

6 Elements of Simplicity

- Time (short on time)
- Money (Costly)
- Physical effort (exhausted)
- Brain cycle (understand)
- Social deviance (context)
- Non-routine (Strangeness)

Action

Behavior (Sequence)

1. Trigger
2. Ability
3. Motivation

Variable Rewards

1. Reward of Tribe



2. Reward of Self



3. Reward of Hunt



Reward of Tribe

1. Feel Important
2. Feel Accepted
3. Feel Included

Reward of Self

1. Desire for Competency
2. Desire for Mastery
3. Sense of Accomplishment

Reward of Hunt

Humans are designed to Hunt
(Surah Juma'ah)

Variable Rewards

Sense of Autonomy

(But you are free to accept or decline)



Email:

Reward of Tribe: who seeks my help!

Reward of Self: Task to sort & eliminate!

Reward of Hunt: Informs us of Opportunities & Threats!



Investment

Labor Leads To Love!

Value = f (Efforts + Time)

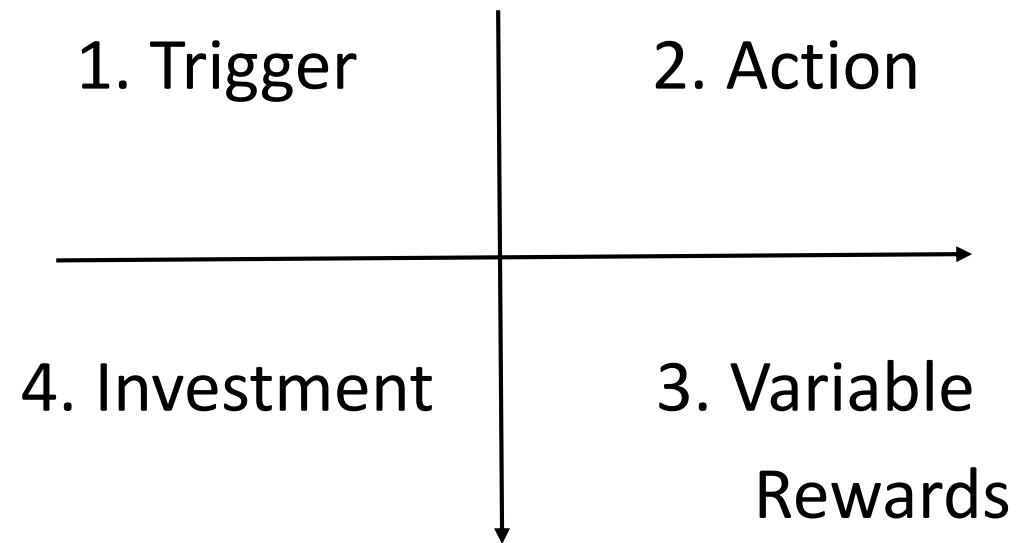
In Anticipation
Of
Longer-Term Rewards
Not
Immediate Gratification

Investment

Storing Experiences/Memories
Followers
Reputation
Skill



Habit



Jazakallah !!!